

FIG.1

1/13

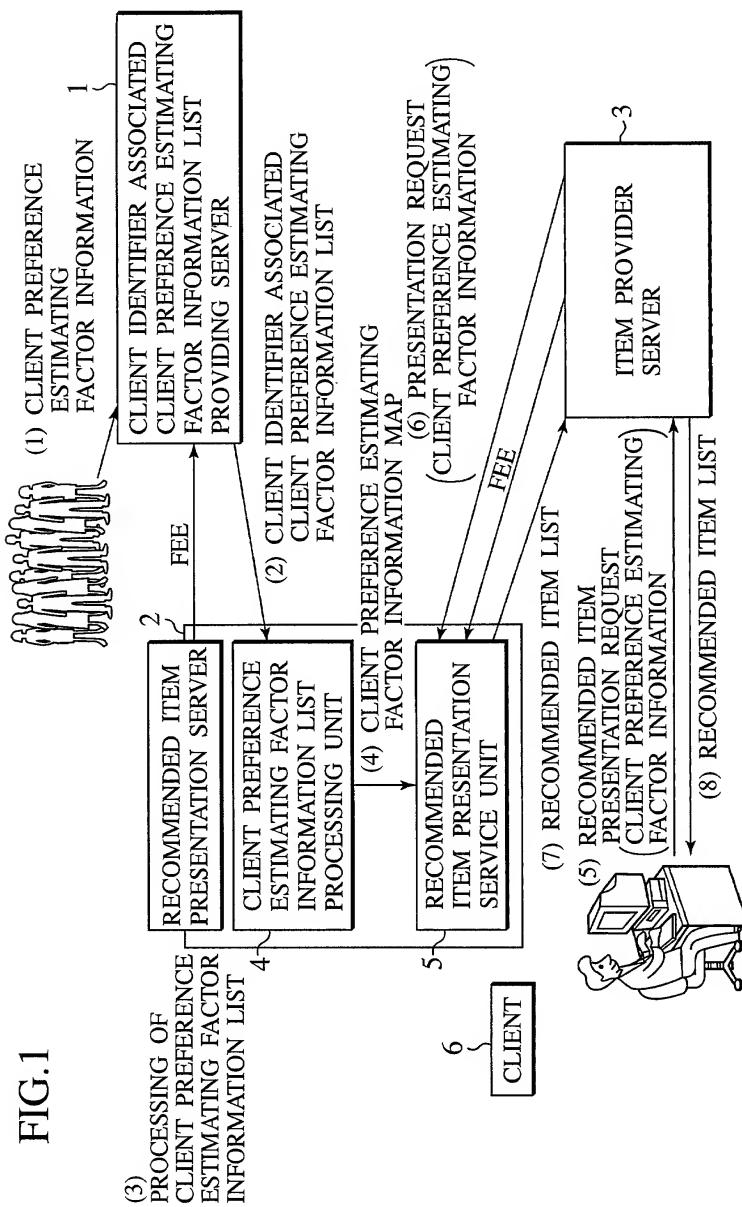


FIG.2

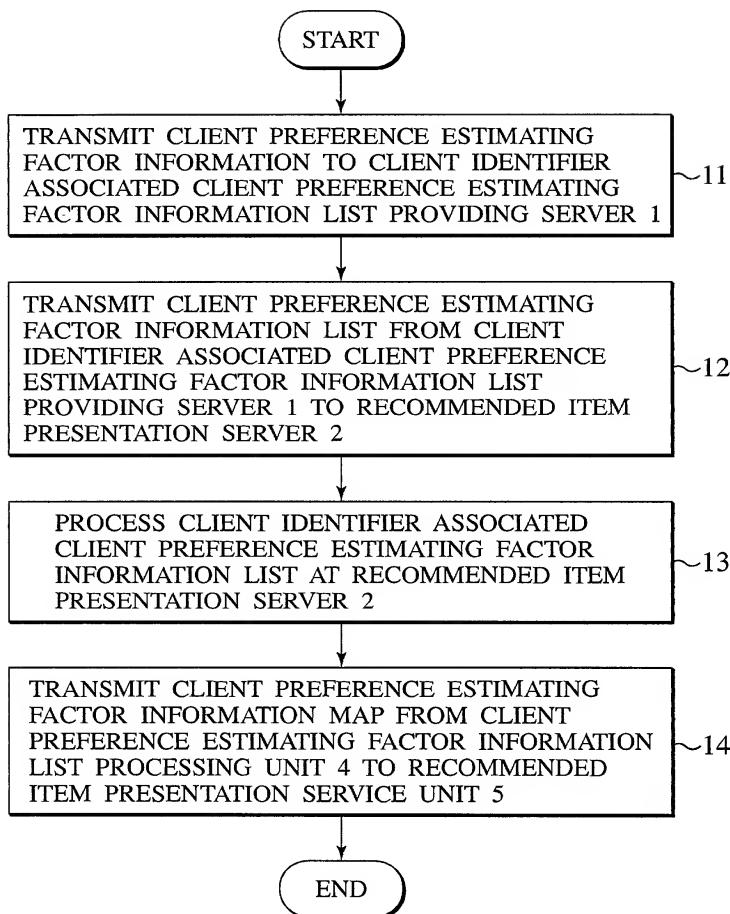


FIG.3A

NUMBER OF CLIENTS

CLIENT IDENTIFIER gTxNa8r4EoQ4rCZv	
ITEM IDENTIFIER	ACCESS DATE & TIME
10115	2000/02/14
455	2000/02/05
28163	2000/03/12
:	:
:	:

FIG.3B

NUMBER OF CLIENTS

CLIENT IDENTIFIER gTxNa8r4EoQ4rCZv	
ITEM IDENTIFIER	RATING
10115	1
455	8
28163	3
:	:
:	:

FIG.3C

NUMBER OF CLIENTS

CLIENT IDENTIFIER gTxNa8r4EoQ4rCZv	
ITEM IDENTIFIER	
10115	
455	
28163	
:	
:	

FIG.4

ITEM IDENTIFIER	CLIENT IDENTIFIER	1	2	3	4			1,000,000
1				1				
2		1					3	
3					100			
4			2			1		1
:		3						
:					1		2	12
:			2					
1,000,000		2				4	1	

(EACH VALUE INDICATES NUMBER OF)
 (ACCESSES OR RATING)

FIG.5

CLIENT IDENTIFIER	ITEM IDENTIFIER#1	RATING#1	ITEM IDENTIFIER#2	RATING#2	ITEM IDENTIFIER#n	RATING#n
1	3532	1	101	4	55
2	82378	2	894	5	278
3	3058	1	893	3	98143
4	957	4	109	9	3987
:					
3987	3	1	
:					
1,000,000	9184	1	25898	3	98
					100

FIG.6

ITEM IDENTIFIER	CLIENT IDENTIFIER#1	RATING#1	CLIENT IDENTIFIER#2	RATING#2	CLIENT IDENTIFIER#n	RATING#n
1	58	1	22	4	388791
2	32175	2	58348	5	4128346
3	3987	1	2467	3	98143
4	957	4	8852	9	38999
:					
3532	283	1	
:					
1,000,000	1643278	1	652815	3	787974
					100

FIG.7

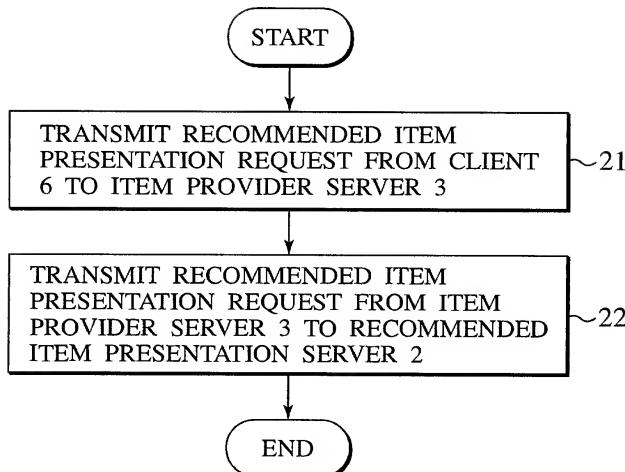


FIG.8

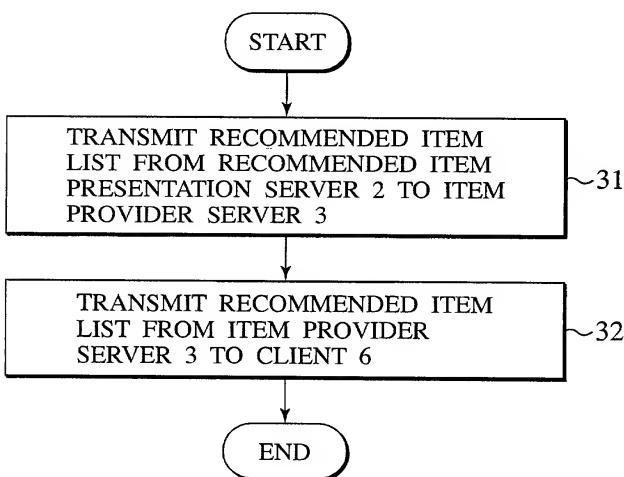


FIG.9

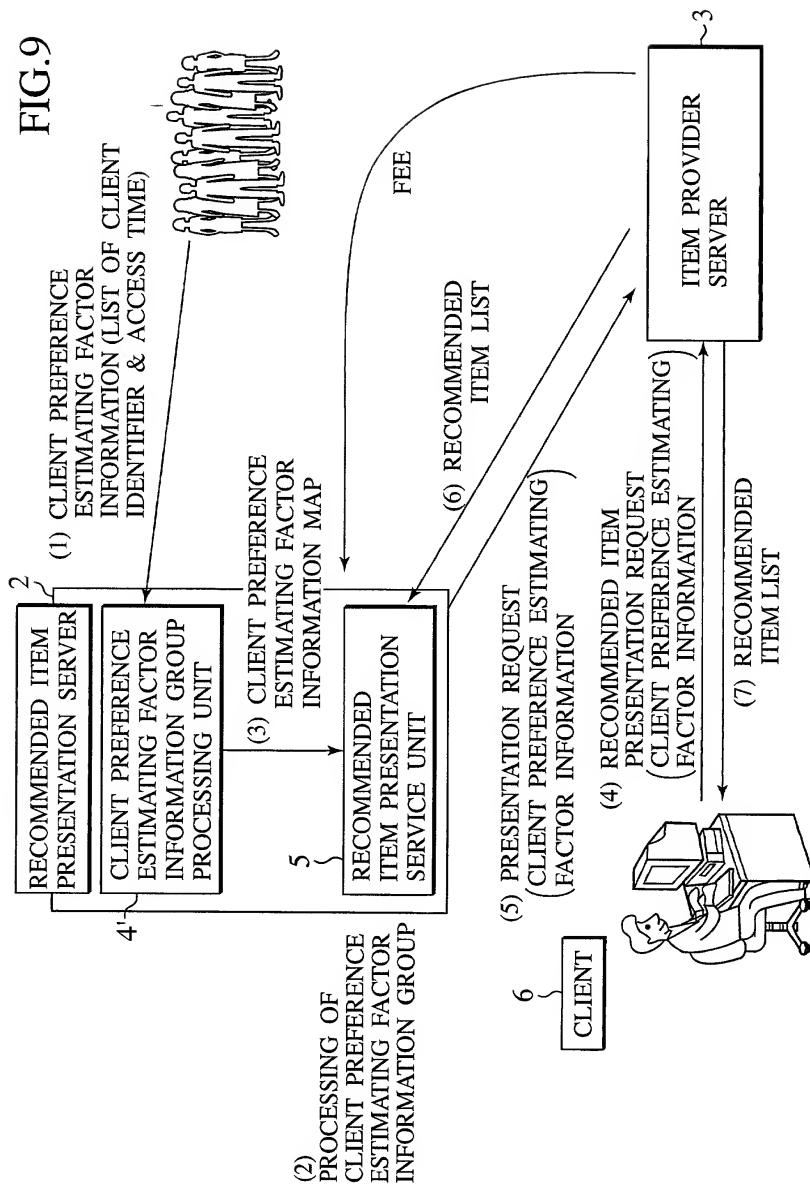


FIG. 10

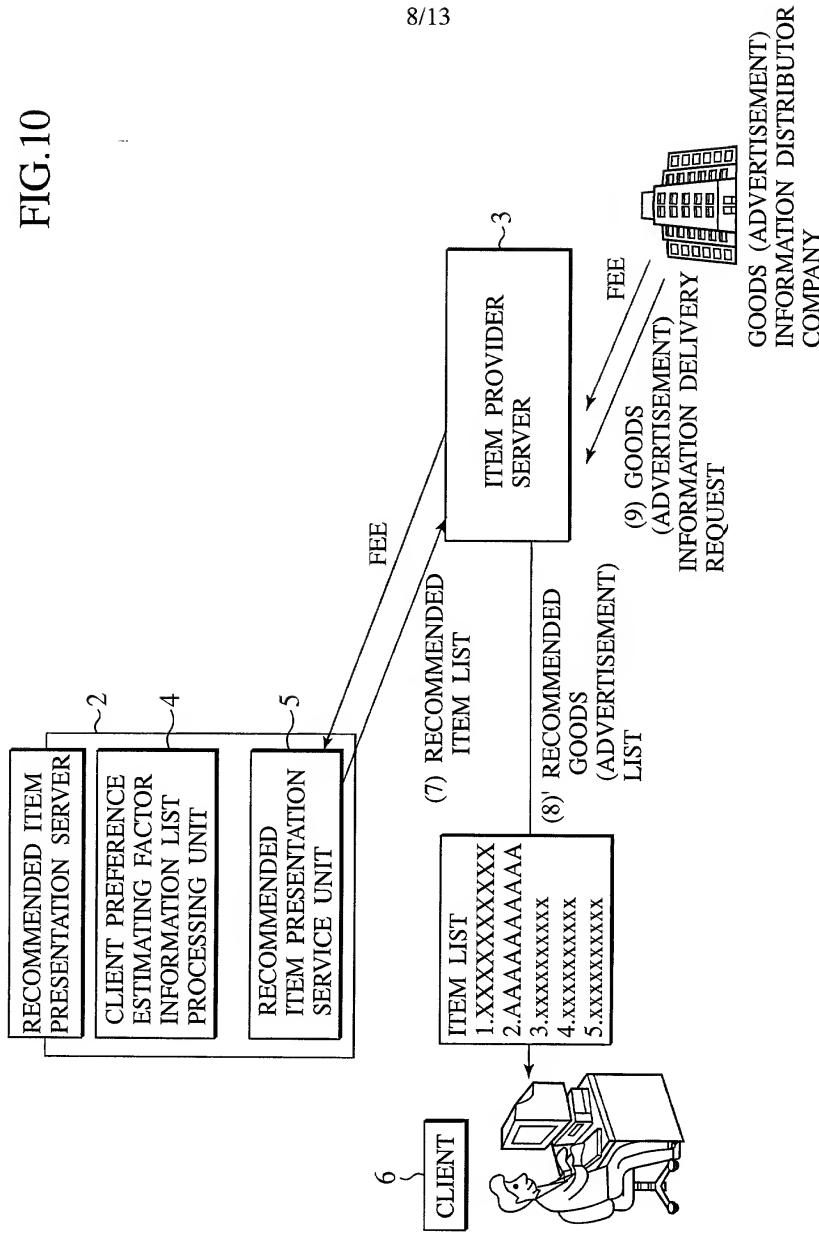


FIG.11

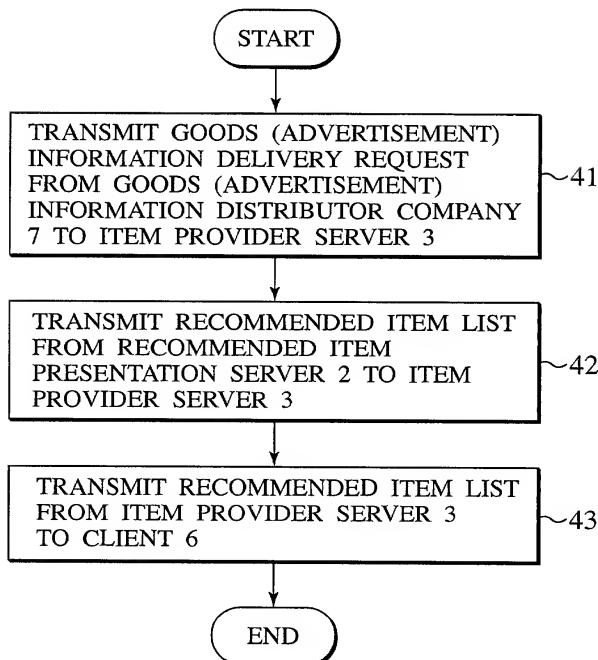


FIG.12

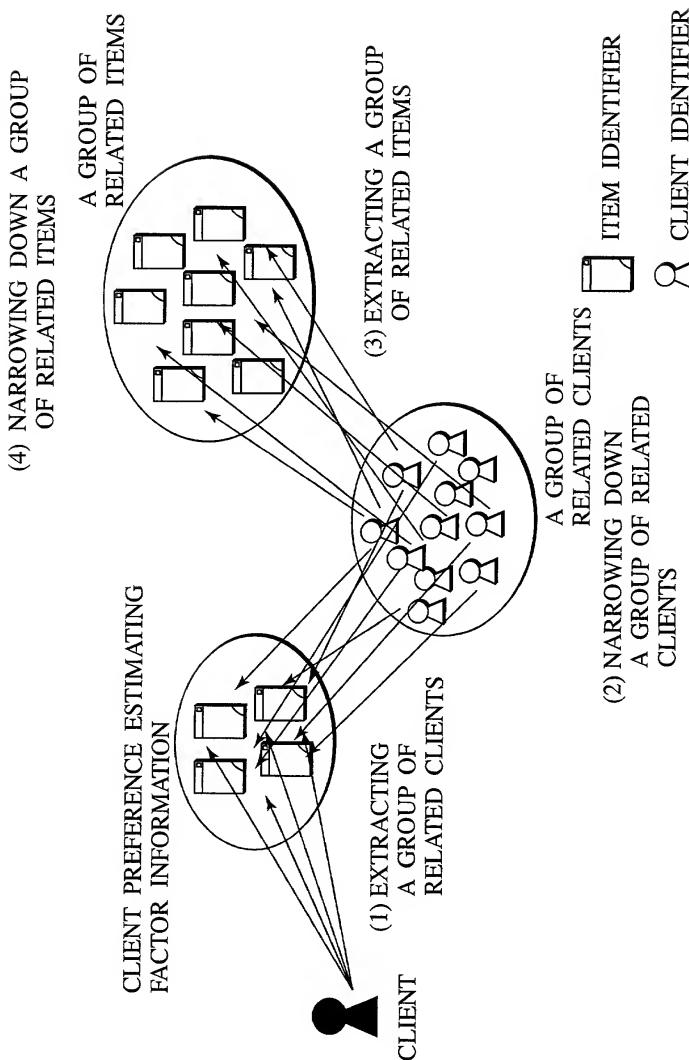


FIG.13

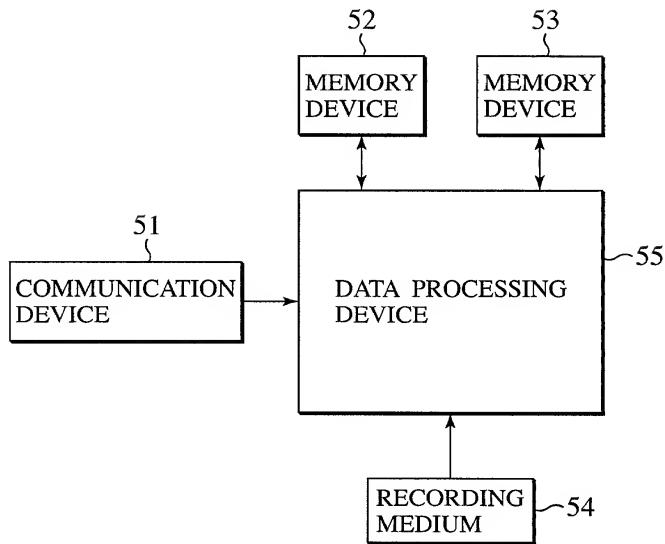


FIG.14
PRIOR ART

(3) PROCESSING OF CLIENT IDENTIFIER ASSOCIATED
CLIENT PREFERENCE ESTIMATING FACTOR
INFORMATION

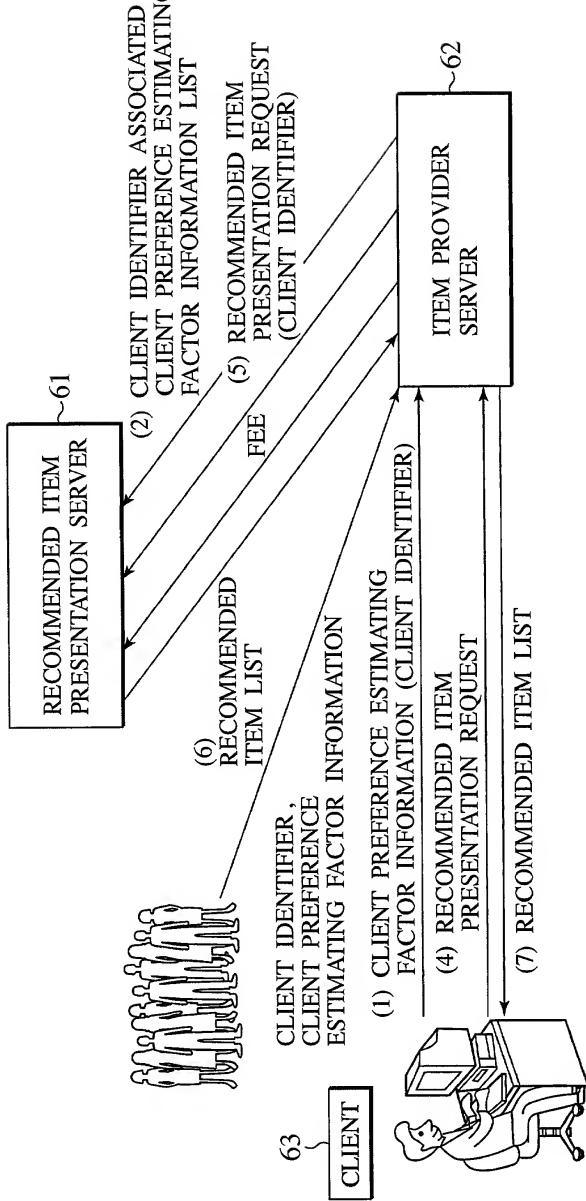


FIG.15 PRIOR ART

